

Festival of Media Global 2012 - agenda

MONTREUX, SWITZERLAND: Join the festival's speakers to discuss the agenda theme.

[The agenda.](#)

[The speakers.](#)



Werner Vogels
Chief technology
officer,
Amazon



David Wheldon
Head of brand,
reputation &
citizenship,
Barclays Group



Nigel Burton
Chief marketing
officer,
Colgate-Palmolive



Tom Gill
Marketing capability
manager agency
relations, global
commerce
**Heineken
International**



**Benjamin
Jankowski**
Group head,
global media
**MasterCard
Worldwide**



Salman Amin
Executive vice-
president & chief
marketing officer,
PepsiCo

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Also on the agenda

- The Global Agency CEO debates - '[The Beauty in Agency Numbers](#)' and '[The Science of Agency Storytelling](#)'
- [The WFA Transparency Debate](#) where global advertisers discuss rebates
- [comScore v GRP results](#) revealed.

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For more, visit: <https://www.bizcommunity.com>